



An Association for Independent Booksellers

Check the MBA website for MBA Catalog updates!
www.midwestbooksellers.org

Contact us with questions, too!
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The 2009 MBA Catalog -- Essential Facts for Booksellers

“The catalog this year was GREAT. I can’t tell you how many people came into my store with their catalogs marked up. We kept a big display of catalog books throughout the holiday season and the books did well. There were good picks in the catalog and the catalog itself looked very professional. I got a lot of compliments on it from other business owners.”

-- Jennifer Wills Geraedts, Beagle Books, Park Rapids, MN

“Not only were sales WAY up this year, but this has been my BEST holiday season in the 8 years I have been in business! Today is the 7th of January and it still has not slacked off!! MBA Catalog sales are up. **In addition, because of what they saw in the MBA Catalog, I sold other related titles.** For example *This I Believe I*, Jason Wright’s first book, *The Christmas Jars*, *Gallop*, other *Fix-It and Forget-It* cookbooks, other Ronald Smith, other books in the Paolini series, Sandra Kring’s novels and graphic novels. **All these were because of what people saw in the catalog. I think it is important to note this because the catalog sales actually transcend the catalog’s own content.** Also, I got WAY more coupons back this year. Maybe it is the current economic times, but I was surprised how many more I got this year.” -- Angela Grafstrom, Inspiration Hollow, Roseau, MN

WHAT IS THE MBA CATALOG and WHAT IS MY STORE’S ROLE IN PROMOTING IT? **WHY SHOULD MY STORE PARTICIPATE IN THE 2009 MBA CATALOG?**

- The MBA Catalog is vital holiday/winter season advertising for your store - a bookstore-tested, proven marketing **TOOL** that will help you **SELL BOOKS**. Use it actively and creatively to enhance your store’s strengths in customer service, hand-selling, merchandising, promotion, community involvement, special events, and more - everything that makes your store a special place to buy books - and it will work hard for you!
- The MBA Catalog is a ***traffic-builder for your store***, not a "direct response" vehicle for MBA. MBA sells **NO** books. It refers any "orders" it receives to our stores closest to those customers.
- Customers are urged to purchase advertised books from our **MBA stores**. This year customers will be directed to the complete searchable list of MBA member bookstores that is available on the MBA website, where they can find contact information and other important details.
- The MBA Catalog is paid advertising, which we sell to publishers on your behalf. The books advertised are submitted by their publishers and/or requested by MBA. We strive for a balanced list of titles that we think the majority of our stores will be able to sell. Titles must be available from at least one wholesaler or established distributor to be accepted for the MBA Catalog.

- The titles in the 2009 MBA Catalog also are displayed and promoted at the MBA Trade Show in September. This is a great opportunity for you to see many of the finished books and to place orders or re-orders for titles you need. Authors of MBA Catalog books frequently participate in the Trade Show, too, so you can meet the writers and illustrators whose books you'll be hand-selling!
- Our Catalog is a 6" x 10", 24 page full-color catalog of adult and children's books on a variety of subjects. A complete list of 2009 MBA Catalog titles is available on the MBA website as a Excel file. While a few books are holiday-specific, the majority of titles advertised will sell all year long.
- "Midwest Favorites" regional interest titles are a highlight of the MBA Catalog. In addition, this year the Catalog again promotes our Midwest Booksellers' Choice Awards winners and some of our honor books, as well as a number of our 2009 MIDWEST CONNECTIONS PICKS.
- *We urge you to be PRO-ACTIVE in vigorously supporting, stocking, displaying, and selling as many of the MBA Catalog titles as possible in your store.* Your organized, enthusiastic promotion will pay off in customer satisfaction and sales!
- We ask you to stock all the MBA Catalog titles that are appropriate for your particular store and customers, although we realize that you may not be able to sell every book advertised.. In addition, please assure your customers that you will special order any Catalog titles which you don't have on your shelves.
- Even if your store is a specialty store, the MBA Catalog can work for you! MBA booksellers tell us every year that they gain extra sales of books they wouldn't normally sell, specifically because those titles are promoted in the MBA Catalog. Mail some Catalogs to top customers, make Catalogs available in your store, stock selected titles, and special order the rest for customers. We're sure you'll get an extra boost from the MBA Catalog.
- The MBA Catalog offers you the option of custom imprinting your catalogs. There are extra fees required for customizing. Customizing includes printing your store's name, logo, and contact details on the outside front cover of the Catalog, and/or a customized inside front cover message unique to your store. *[Please see the custom-imprinted catalogs info sheet and order form for details about customizing your store's catalogs. These PDFs are available on the MBA website, too.]*
- **IT IS VITAL THAT YOU REPORT YOUR SALES OF MBA CATALOG BOOKS, BOTH TO MBA AND TO THE WEEKLY INDIE BESTSELLER LIST compiled by ABA!** Our catalog is a *partnership* between you -- our booksellers -- and our participating publishers. The publishers who advertise with us want to know how their books are selling, and it's **ENLIGHTENED SELF-INTEREST** for you to make sure they know. Success this year is also the key to publisher support next year. Thanks in advance!
- Go to the MBA website at www.midwestbooksellers.org, for updates on the MBA Catalog, Midwest Connections, the Midwest Booksellers' Choice Awards, the MBA Trade Show, & more.

“Compared to last year, our sales from post-Thanksgiving through New Years were UP! The week AFTER Xmas was huge. Yes! The MBA Catalog helped our sales. We received many more 10% coupons back this year.” -- Sue Davis, River Lights Bookstore 2nd Edition, Dubuque, IA

“The Catalog ALWAYS helps sales. I can tell you the exact time the mailman has delivered the first catalog (give or take an hour or so). I would really like to use the Catalog next year as a book fair/fundraiser for smaller schools in our community.”

-- Lisa Baudoin, Books & Company, Oconomowoc, WI

HOW DOES THE MBA CATALOG REACH MY CUSTOMERS?

“The MBA Catalog was a BIG hit!!! Sales were 130% UP for us for December. No, that is not a misprint. Yes, I'm excited. Yes, I believe the AGGRESSIVE catalog/marketing combo helped TREMENDOUSLY. The first wave of catalogs "hit" at the end of October. Imprinting, a personalized front page, and the rented mailing list have brought us many new customers who didn't know we were their local independent store. The combined effects of the catalog and AGGRESSIVE support digital advertising and e-mail newsletter blasts have made a huge difference for us this year. LOTS of people walk in the door with the catalog in their hands and walk out the door with catalog AND other books/sidelines in their bags! My staff are really excited about the catalog as a marketing tool. Thank you so much!”

-- Miah Shull Olmsted, Back to Books, Hudson, WI

- The 2009 MBA Catalog is distributed in two primary ways: direct mail and in-store distribution. Stores can make use of one or both of these two options. The basic procedure for "standard" or *NON-custom-imprinted* catalogs is explained below.
- *[Please see the custom-imprinted catalogs info sheet and order form for details about customizing your store's catalogs. These PDFs are available on the MBA website, too.]*
- 2009 MBA Catalogs are printed and ready for distribution by mid to late October. Most catalogs arrive in customers' homes via bulk mail at the beginning of November. Boxed catalogs going directly to stores are shipped from the printer to arrive in mid to late October. All stores receive a sample catalog, an updated title and inventory checklist, and further instructions in mid-October.
- **DIRECT MAIL:** The 2009 MBA Catalog is a low-cost, targeted way to deliver a high-quality, professionally produced catalog *right to your customers' homes*.
- MBA will mail your standard, un-imprinted catalogs to your customers for just 25 cents each. Fees are detailed on the "Standard Un-Imprinted Catalogs Order Form" - get the PDF on the MBA Website.
- The program is very simple. Your store provides your customer mailing list to MBA. *The deadline for us to receive your list is September 1, so update your mailing list and send a usable computer file to us NOW. See the Mailing List Instructions PDF for important details.*
- MBA's mailing service prepares your list for the Catalog mailing. Your customers' names are coded so they are linked to your store. In late October, catalogs go out via bulk mail. *Your store's name, address and phone are ink-jet printed as the return address on your customers' catalogs. Your customers will know that the MBA Catalog comes from YOUR bookstore.*
- MBA encourages you to RENT a mailing list and build your customer base with outreach to new potential book buyers. It's easy and inexpensive to rent demographically selected names.
- **IN-STORE DISTRIBUTION:** Order catalogs to give to customers who shop in your store. Use them as bag stuffers, put them on your counter and around your store. Include catalogs in your displays.
- You can get one box of 100 standard, un-imprinted catalogs FREE. Additional catalogs (100 per box) are only \$10 per box - just 10 cents each.
- These boxed catalogs must be ordered in advance -- by September 1 -- so that MBA will know how many Catalogs to print. . Use the Standard Un-Imprinted Catalogs Order Form PDF on the MBA website.
- Order as many MBA Catalogs as you think you'll need for in-store use in November through February. MBA usually can fill some late orders to refill your supply, but we do not print many extra catalogs.
- Be sure to stamp or sticker your in-store copies of the MBA Catalog with your store's contact info so your customers remember where they got it! Make it easy for them to e-mail, call, or fax you, too.

HOW MUCH DOES IT COST TO PARTICIPATE IN THE MBA CATALOG PROGRAM?

WHY DOES IT COST MY STORE MORE THIS YEAR THAN IN PAST YEARS?

- The 2009 MBA Catalog is a high-quality, full-color, professionally produced catalog which costs MBA over \$170,000 to produce, print, distribute, and market. Historically, the bulk of this expense has been covered by the publishers whose books are advertised. As a result, the cost of the MBA Catalog to YOU has always been very low.
- This year the MBA Catalog program is severely impacted by the economic recession and widespread publishers' budget cuts. As a result, the association is forced to cut expenses, both those directly related to the MBA Catalog AND those in our general operating and payroll budget.
- In order to produce the MBA Catalog this year and to maintain its essential quality, we must ask our participating booksellers to **PAY A LARGER SHARE OF THE COST**.
- The fees which you are paying for your store's copies of the MBA Catalog still cover only a portion of their actual cost. You are still receiving the basic catalogs themselves virtually free. We have set the 2009 fees for direct mailing, shipping, and customizing the Catalog so that they represent realistically what it costs to provide these services for you.

BASIC COSTS -- STANDARD, UN-IMPRINTED, NON-CUSTOMIZED CATALOGS

DIRECT MAIL COSTS - STANDARD, UN-IMPRINTED CATALOGS:

- Catalogs cost you only **25 CENTS EACH** to mail. Mail as many Catalogs to customers as you wish.
- THIS IS A SIGNIFICANT VALUE. The cost of producing, printing, mail processing, postage, and marketing for a single Catalog is approximately 85+ cents, so you are paying less than 30% of this cost. The rest of the cost is covered for you by the MBA Catalog program.

IN-STORE DISTRIBUTION COSTS - STANDARD, UN-IMPRINTED CATALOGS:

- Order catalogs to give to customers, use as bag stuffers, insert in your local paper, etc.
- Catalogs boxed and shipped to you cost only **10 CENTS EACH** - \$10 per box of 100.
- You can get one box of 100 catalogs FREE, too.

ALSO see the separate [Custom Imprinted Catalog](#) information and order form for customizing, direct mail, and in-store distribution fees specific to customized catalogs.

OPTIONAL AND WORTHWHILE COSTS - BOTH STANDARD and CUSTOMIZED CATALOGS:

RENT A MAILING LIST AND SEND THE MBA CATALOG TO POTENTIAL NEW CUSTOMERS:

- It's easy and inexpensive to rent demographically selected names to increase the size of your mailing list and capture new customers.
- Rental is usually about \$40-\$60 per 1000 names (4-6 cents/name); a minimum order is around \$200, plus approximately \$50 for the list transfer fee to deliver it to our list processing vendor. A "Resident" list costs \$15 per 1000 records; a minimum order is around \$100, plus the \$50 list transfer fee.
- Please see the "How to Prepare Your Store's Mailing List" PDF for more details and contact information for our mailing list rental vendor, B. Direct Marketing.

INSERT THE MBA CATALOG IN YOUR LOCAL NEWSPAPER AND REACH OUT TO NEW CUSTOMERS:

- We urge you to consider purchasing MBA Catalogs to insert in your local newspaper.
- This is often inexpensive - just pennies a copy in a local or neighborhood newspaper or "shopper."

ADVERTISE THE MBA CATALOG IN YOUR LOCAL NEWSPAPER:

- Run our ready-to-use MBA Catalog ad in your local newspaper or shopper.

WHAT MARKETING AND PROMOTION OPPORTUNITIES DOES THE MBA CATALOG OFFER ME?

“Our Christmas season was UP from 2007 and 2006! Surprise, surprise! We had fantastic response from the MBA catalog. This year we purchased a mailing list and that made a huge impact. I highly recommend it! I also felt people were conscious of supporting the local merchants and going out of their way to purchase from us.” -- Leslie Hakala, Best of Times Bookstore, Red Wing, MN

“The catalog went out in a neighborhood newspaper and we are distributing to groups. People are coming in with the catalog and buying from it as well. You do such a good job on it and it looks great. The book selection is interesting and appeals to so many sensibilities.”

-- Sarah Bagby, Watermark Books & Café , Wichita, KS

“We had our Holiday Open House on the Tuesday before Thanksgiving and many people had the catalog in their hands.” -- Carl Wichman, NDSU Bookstore, Fargo, ND

Create an MBA Catalog display, including our MBA signs and shelf-talker.

- **DISPLAY MBA CATALOG BOOKS PROMINENTLY AND CREATIVELY IN YOUR STORE!** Merchandise copies of the Catalog and the advertised titles together in your windows, on table displays, and on your shelves around the store.
- This year MBA provides **FREE** computer graphics files of high quality promotional materials for in-store merchandising of MBA Catalog books. Display the MBA Catalog titles in your store using window, floor and shelf space. Use MBA's graphics files for coordinated “holiday” and “winter” signs, plus dual-use shelf talkers/display cards to flag titles of your choice.
- You can print out these materials very cheaply on your own color printer, or have your local printer/copy shop print them in the larger sizes or quantities you need. In October, you will be able to download these files from the MBA website.
- Cross-merchandise MBA Catalog books with our Midwest Booksellers' Choice Awards, MIDWEST CONNECTIONS PICKS, Indie Next Picks, and publisher-provided promotions for maximum sales. MBA also has Book Awards and Midwest Connections display materials available to print out from our website - signs, shelf-talkers, bookmarks - plus free Book Awards and Midwest Connections stickers.

Insert copies of the MBA Catalog in your newspaper, shopper, or other local publication.

- We urge you to consider purchasing MBA Catalogs to insert in your local newspaper. This is often very inexpensive in a local or neighborhood newspaper or “shopper,” and an insert targeted to your community can be extremely effective in attracting new customers.

Run MBA's ready-to-use MBA Catalog ad in your local newspaper

- In October, a high resolution PDF of a basic MBA Catalog print ad will be available on the MBA website. You can give this PDF to your newspaper, which will be able to size it and customize it for you with your store's name, logo, etc.
- Use your own store's co-op to reinforce the impact of the MBA Catalog! Feature MBA Catalog titles in your store's advertising, newsletters, website, and displays. Make your co-op count this holiday season! Use it "piggy-backed" on the MBA Catalog promotion to make a bigger impression on your customers.

- **Promote and link to the MBA Catalog on your store's website and in your electronic communications to your customers.**

- A PDF file of the entire MBA Catalog will be available on our website. You can download this PDF and post it on your own website.
- MBA will have a RESOURCES PAGE on the MBA website, where you will find JPG photos of all of the books in the MBA Catalog and the descriptive copy for each book that you can download and use on your own website or in your own promotional materials.
- In addition, MBA is working with our participating publishers to provide downloadable files and links for other promotional materials that they have available on our advertised titles, such as video trailers, widgets, audio clips, author Q&As, reading group guides, etc. These materials will be posted on our RESOURCES PAGE, too.
- MBA will use our own electronic and social media resources -- our website, our Facebook page, Twitter, and Flickr -- to help promote our member stores, MBA Catalog books, and other books of interest - our Midwest Connections Picks, our Midwest Booksellers' Choice Awards winners, etc.

- **Take advantage of our 10% OFF coupon on the back of the MBA Catalog to leverage your sales.**

- All copies of the MBA Catalog will include a coupon for 10% off any one book in the Catalog purchased at participating MBA stores.
- You will be able to use this coupon as an incentive to get your customers to buy more books, and you can record and track customer response.
- MBA is also considering using the coupon as a way to invite consumers to sign up to receive e-mailed information about our MBA stores. We also want to tell the public about the books featured through MIDWEST CONNECTIONS and the Midwest Booksellers' Choice Awards and to encourage them to buy these books from YOU!

- **Try these marketing initiatives - and create your own opportunities, too!**

- When you sell gift cards or gift certificates, include a copy of the MBA Catalog so the lucky recipient has an easy and convenient way to decide how to spend that gift!
- Ask each bookseller on your staff to choose some books from the MBA Catalog to promote and hand-sell. Ask the publisher for advance reading copies or pick these up at the MBA Trade Show to get a head start. Have a contest to see who can sell the most copies of his/her special titles. Display these "staff favorites" and promote them and the Catalog in your newsletter, on your website, etc.
- Give MBA Catalogs to all of your book clubs. Offer "book talks" on a selection of personal or staff favorites from the Catalog. Host a private holiday shopping event in your store for book clubs and other special customers, highlighting the MBA Catalog titles among your featured gift ideas.
- Provide MBA Catalogs *in advance* before book fairs, then have MBA Catalog titles available at the book fairs for people to purchase or order from you.
- If any authors of MBA Catalog titles happen to live in your area, arrange readings, autographings, or other special events to boost sales. (Give the authors MBA Catalogs to give to *their* friends, too!)

WHY SHOULD MY STORE PARTICIPATE IN THE 2009 MBA CATALOG?

HERE ARE MORE KUDOS FROM MBA MEMBER STORES & THEIR CUSTOMERS TO TELL YOU WHY!

“I was up 40% for Dec. Lots of hard work. Everything helped a bit including the catalog & Midwest Connections.” -- Jerry Bilek, Monkey See Monkey Read, Northfield, MN

“We are having excellent response to the MBA Catalog and our own store’s super regionalized catalog. Over half our bestseller list had strong regional connections, followed by book group selections.” -- Anita Zager, Northern Lights Books & Gifts, Duluth, MN

“Yes -- the MBA Catalog helps our sales! People comment on it all the time!” -- Candy Pearson, Apple Blossom Books, Oshkosh, WI

“Sales were up 19%. Our new location continues to yield increases. Catalog titles were a hit this year. Our display was heavily shopped. We had them displayed on the main table as you enter the store, and they continued to move well.” -- Chris Livingston, The Book Shelf, Winona, MN

“It is always a beautiful catalog with wonderful gift ideas. People are very happy to see it in the mail.” - Valerie Stadick, Main Street Books, Minot, ND

“We’ve had more people bring in the MBA Catalog wanting specific books than ever before. In addition, Midwest Connections highlights books that we probably wouldn’t sell without the help of that program.” -- Carla Ketner, Chapters Books & Gifts, Seward, NE

HOW DO I ORDER AND PAY FOR MY 2009 MBA CATALOGS?

- Use the enclosed Standard, Un-imprinted Catalogs Order Form to place your order.

WHEN IS THE ORDER & MAILING LIST DEADLINE FOR STANDARD, UN-IMPRINTED MBA CATALOGS? WHAT IF I’M LATE??

- The deadline for standard, un-imprinted 2009 MBA Catalog orders and mailing lists is SEPTEMBER 1. *Please get your order and list sent to the MBA Office on time!* Thank you for your cooperation!!
- We cannot guarantee that we will be able to accept orders after SEPTEMBER 1, as we need to process the mailing lists and commit to a print quantity at that time.

QUESTIONS? PLEASE CONTACT US FOR ASSISTANCE!

Contact Susan Walker or Kati Gallagher at the MBA Office:

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PLEASE NOTE! YOUR STORE MUST BE A CURRENT 2009-2010 MBA MEMBER IF YOU PLAN TO PARTICIPATE IN THE 2009 MBA CATALOG PROGRAM. Please make sure your dues are paid!